

Figure 1 : Interactive Online Coupon Decision Support System

FIG. 1

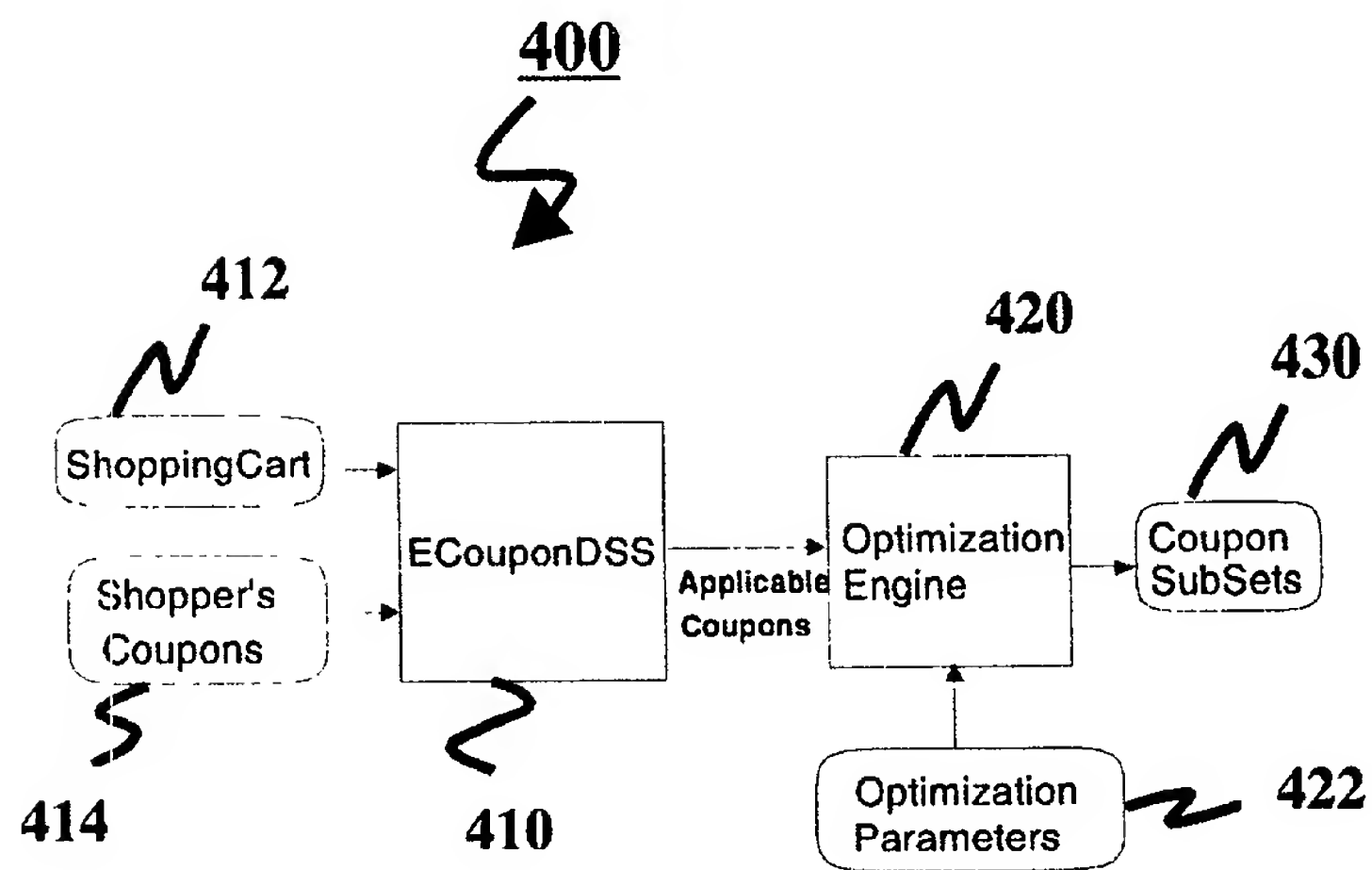


Figure 4 : EcouponDSS with Optimization Engine

FIG. 4

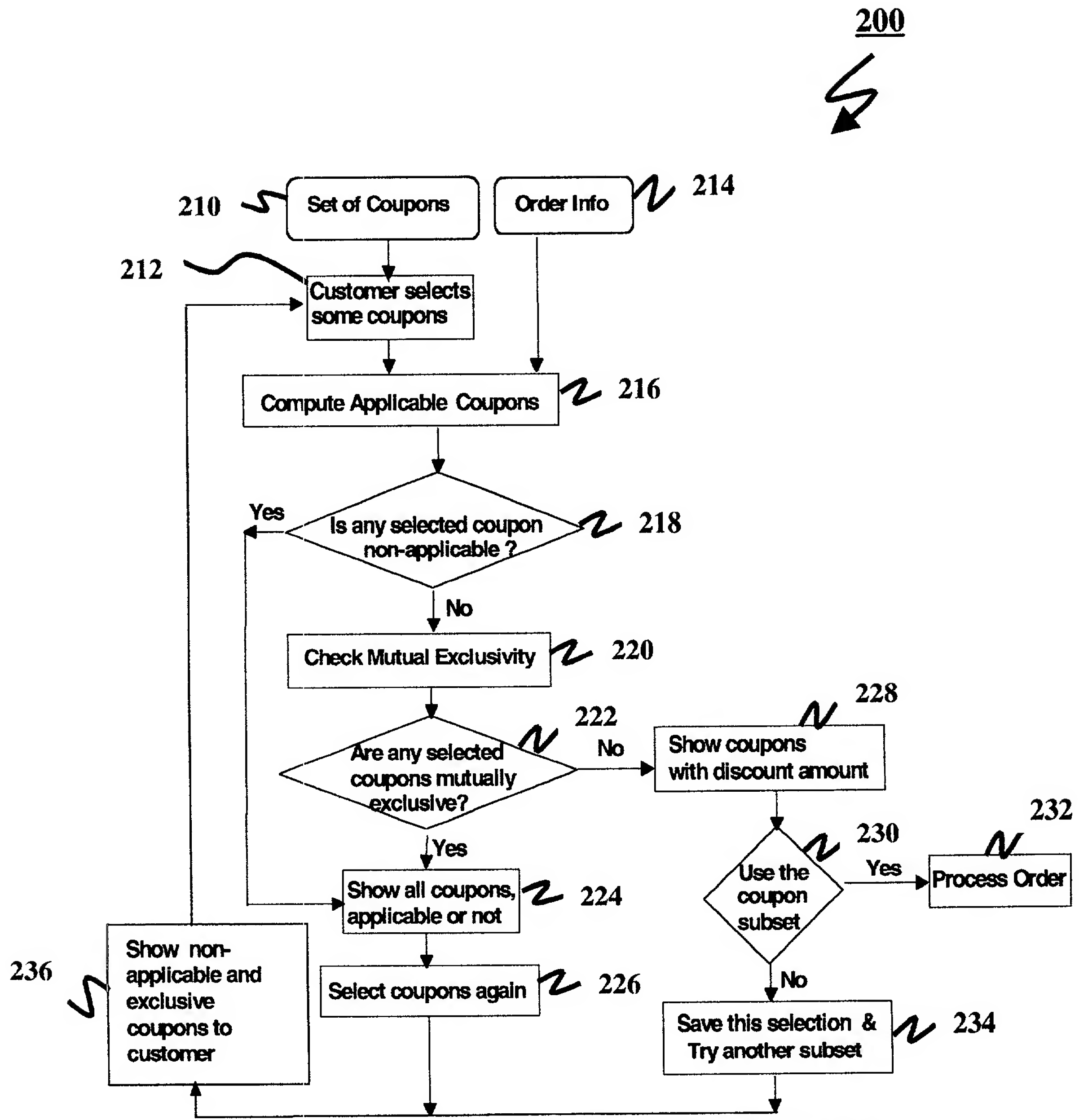


Figure 2 : ECouponDSS Flow Diagram

FIG. 2

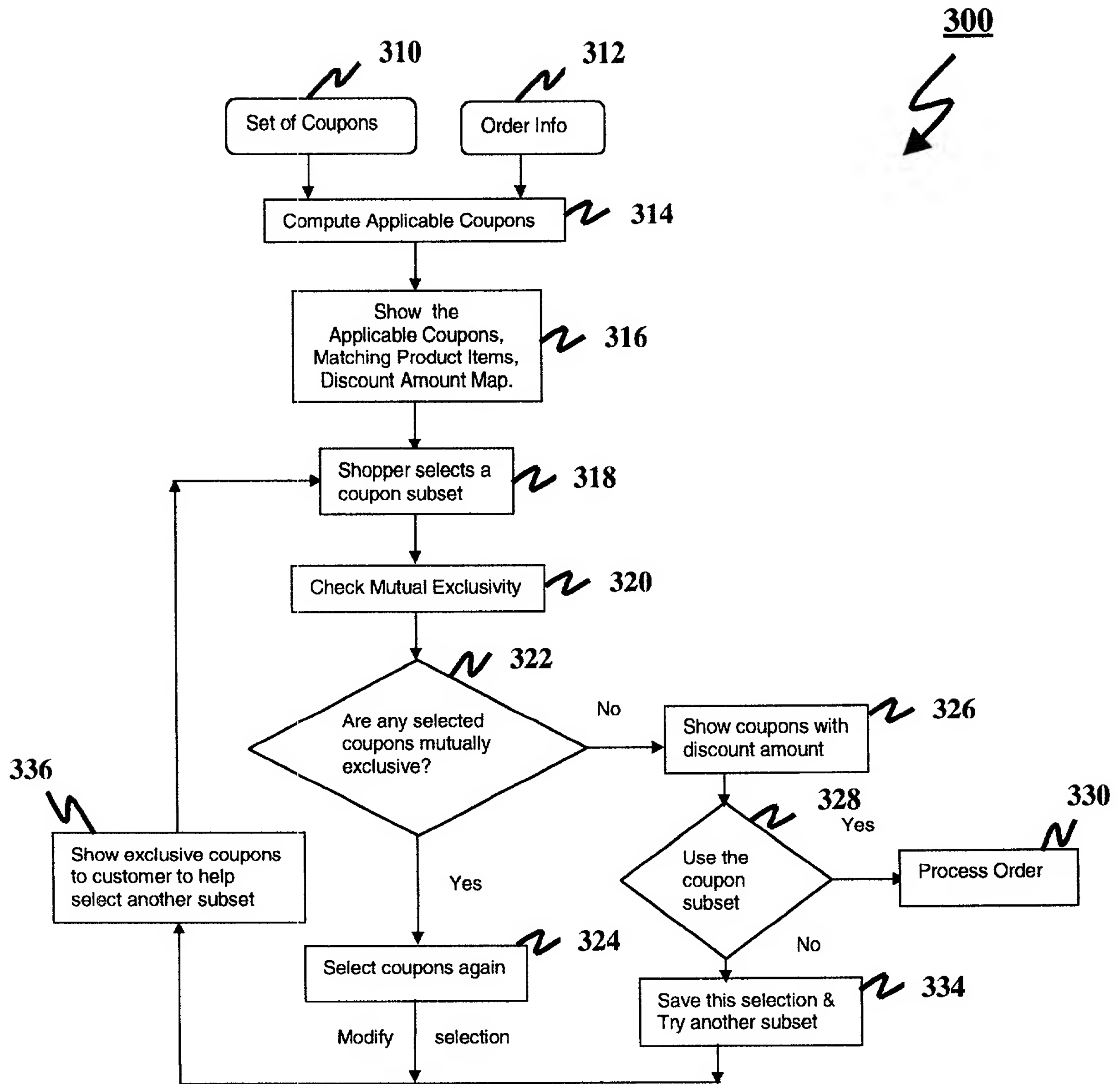


FIG. 3

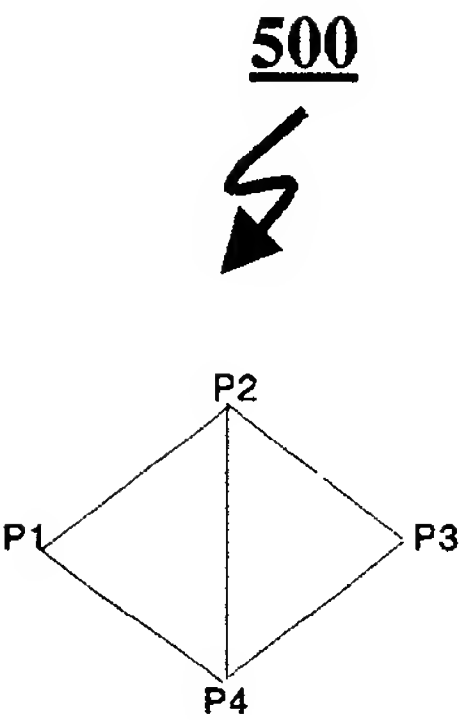


Figure 5: Conflict Graph

**FIG. 5**

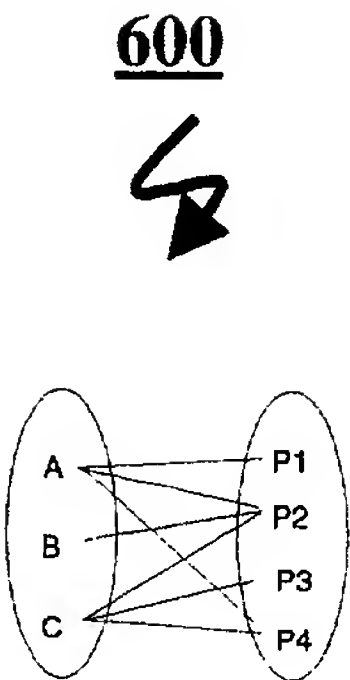


Figure 6: Bipartite Graph

**FIG. 6**

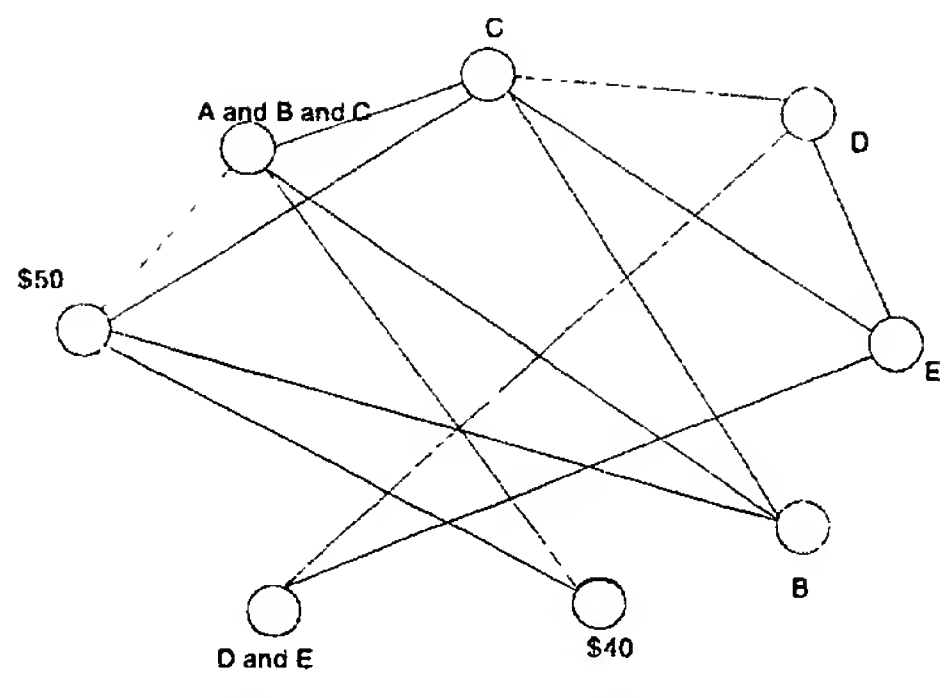
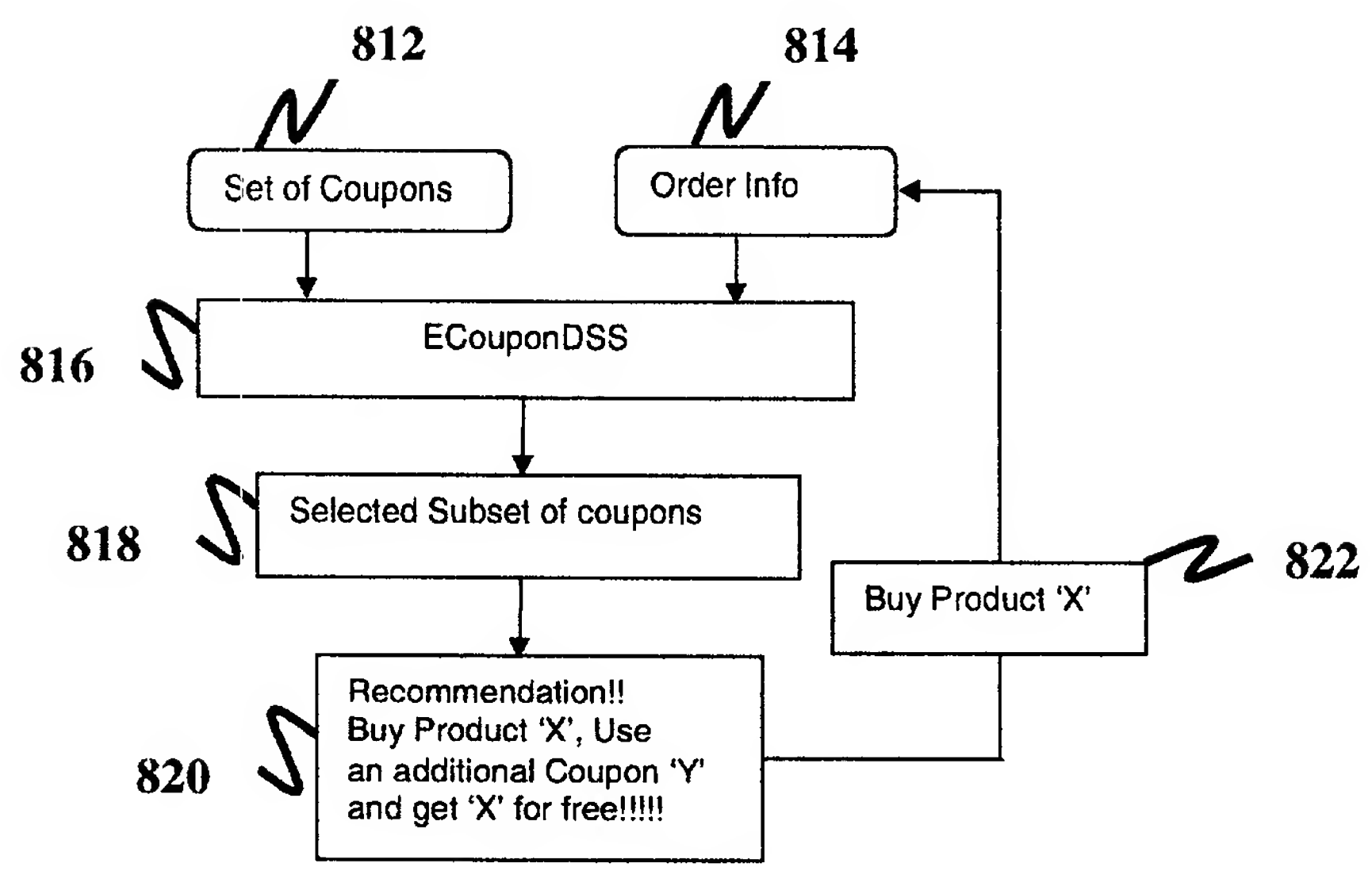


Figure 7: Conflict Graph

FIG. 7



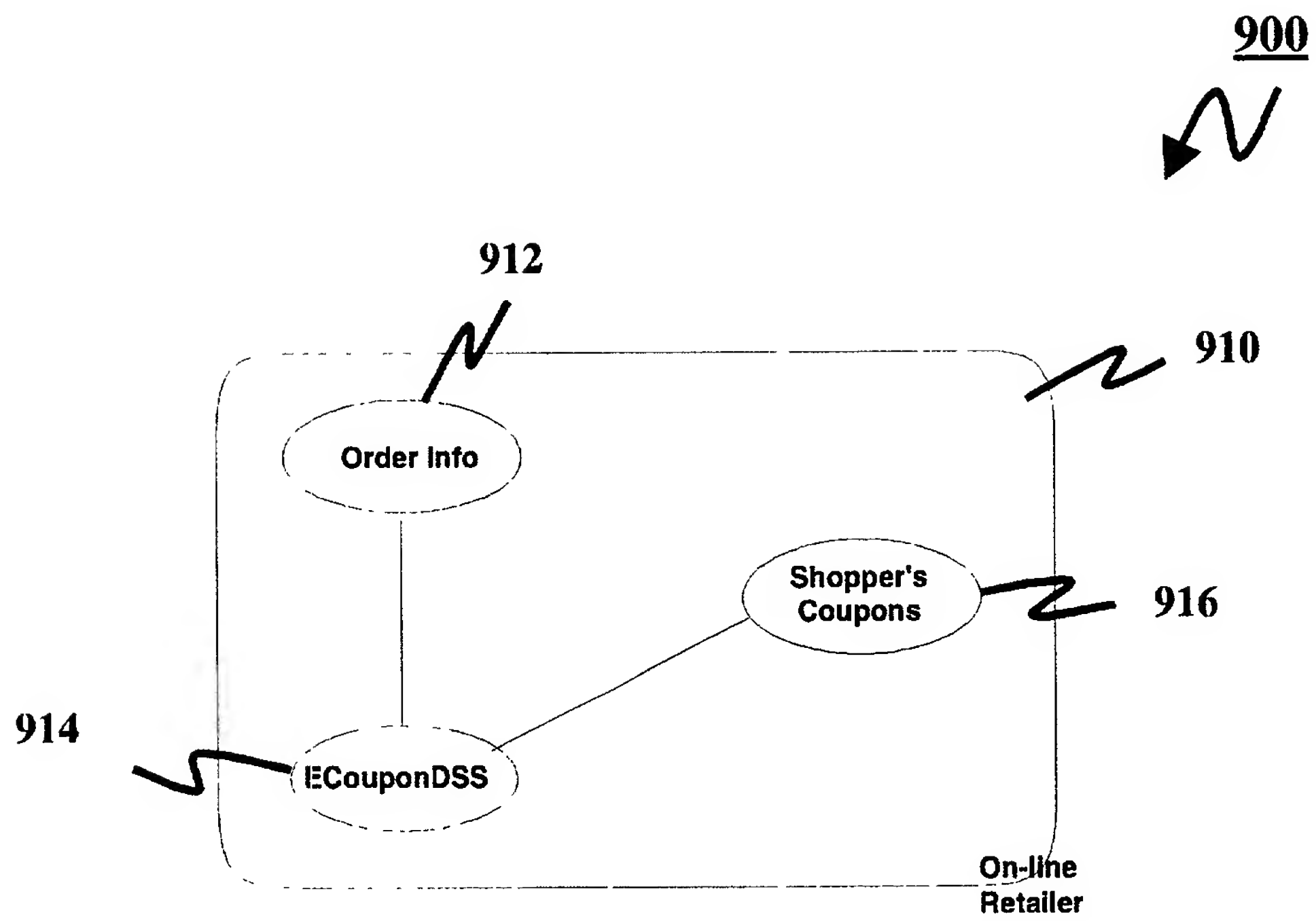


Figure 8 : ECouponDSS and Shopper's Coupons at Retailer's

FIG. 9

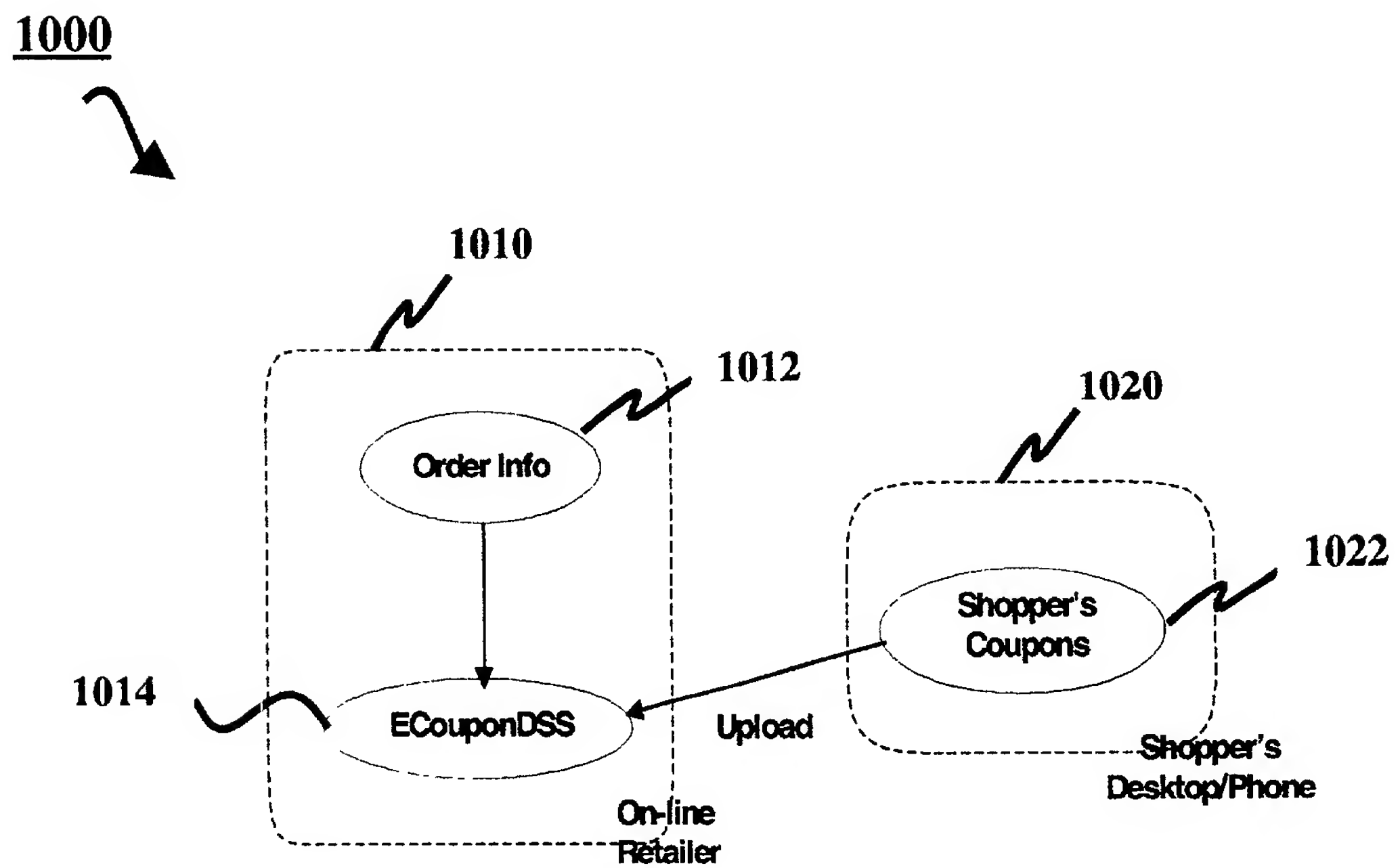


FIG. 10

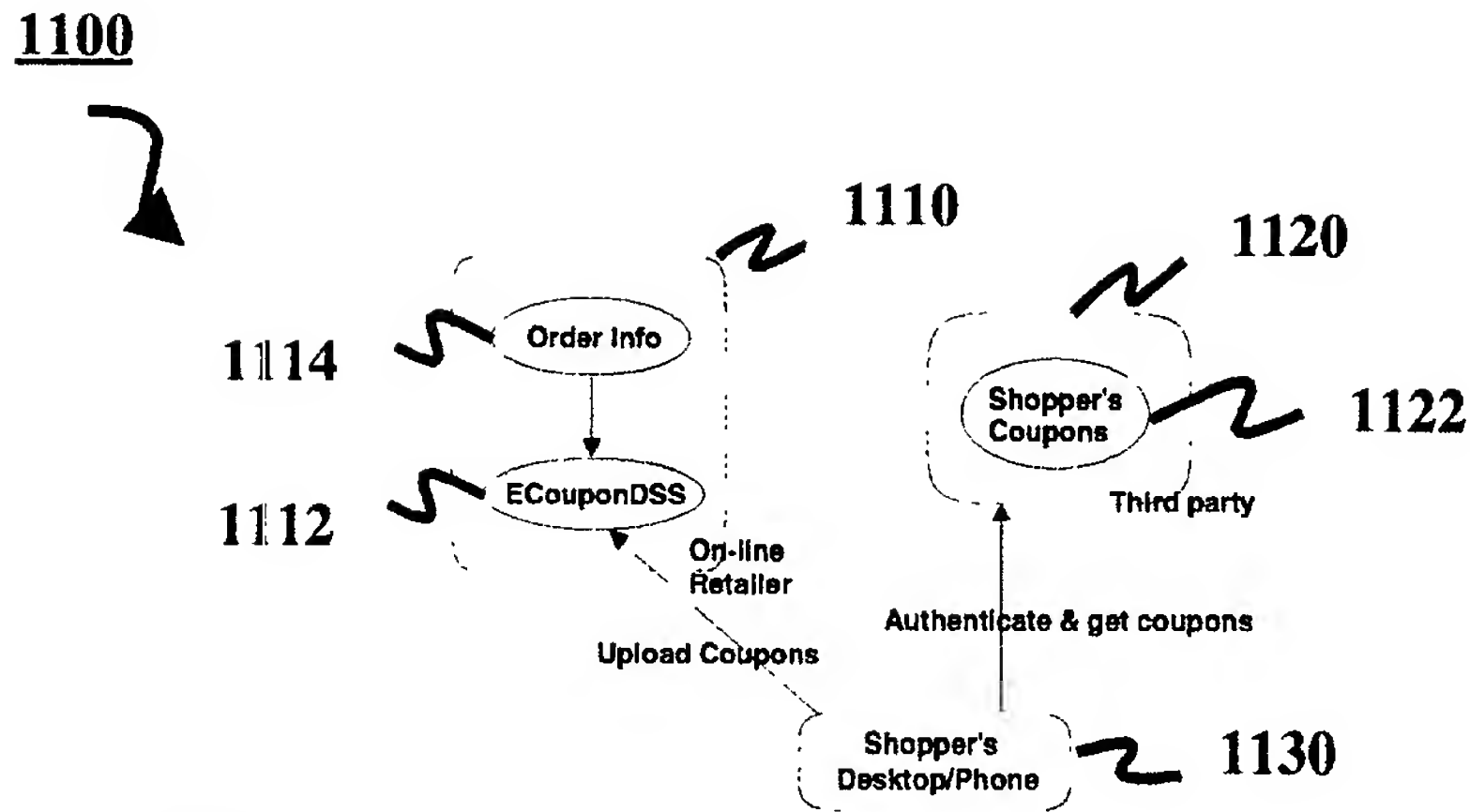


FIG. 11A

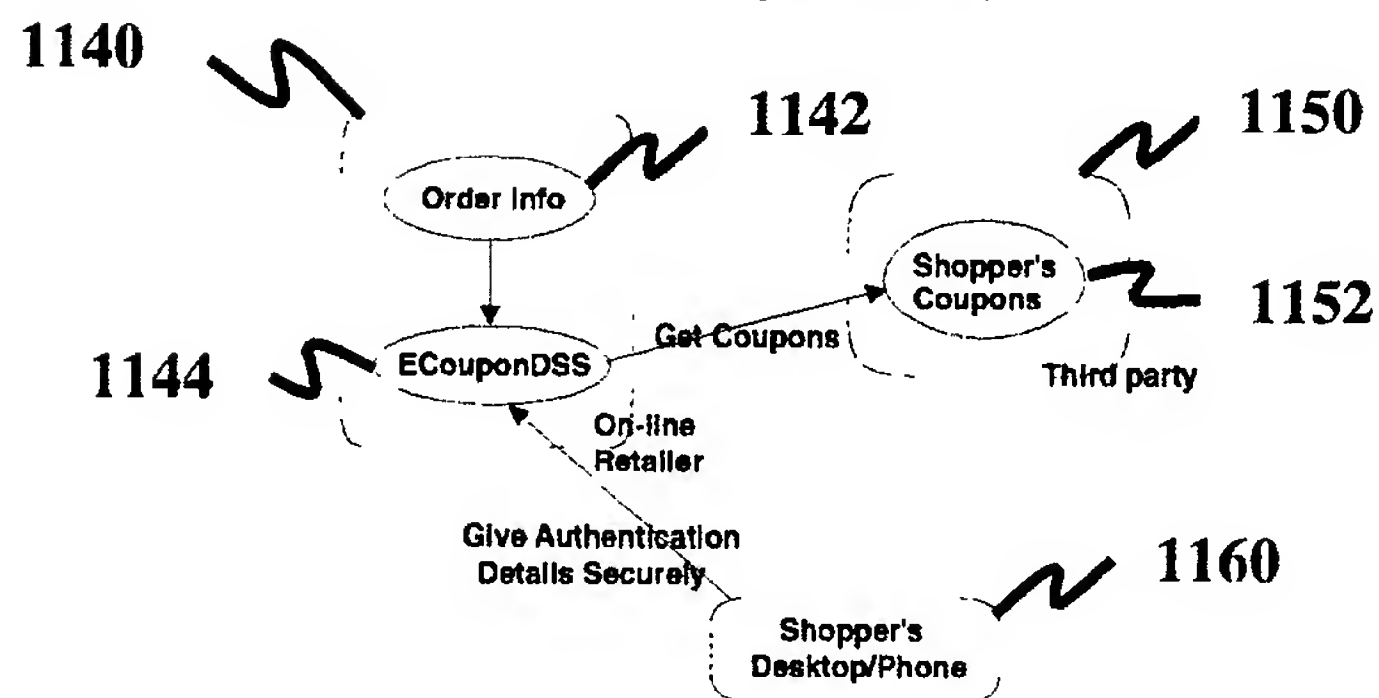


Figure 10: ECouponDSS at Retailer's site and Shopper's Coupons at third party

FIG. 11B

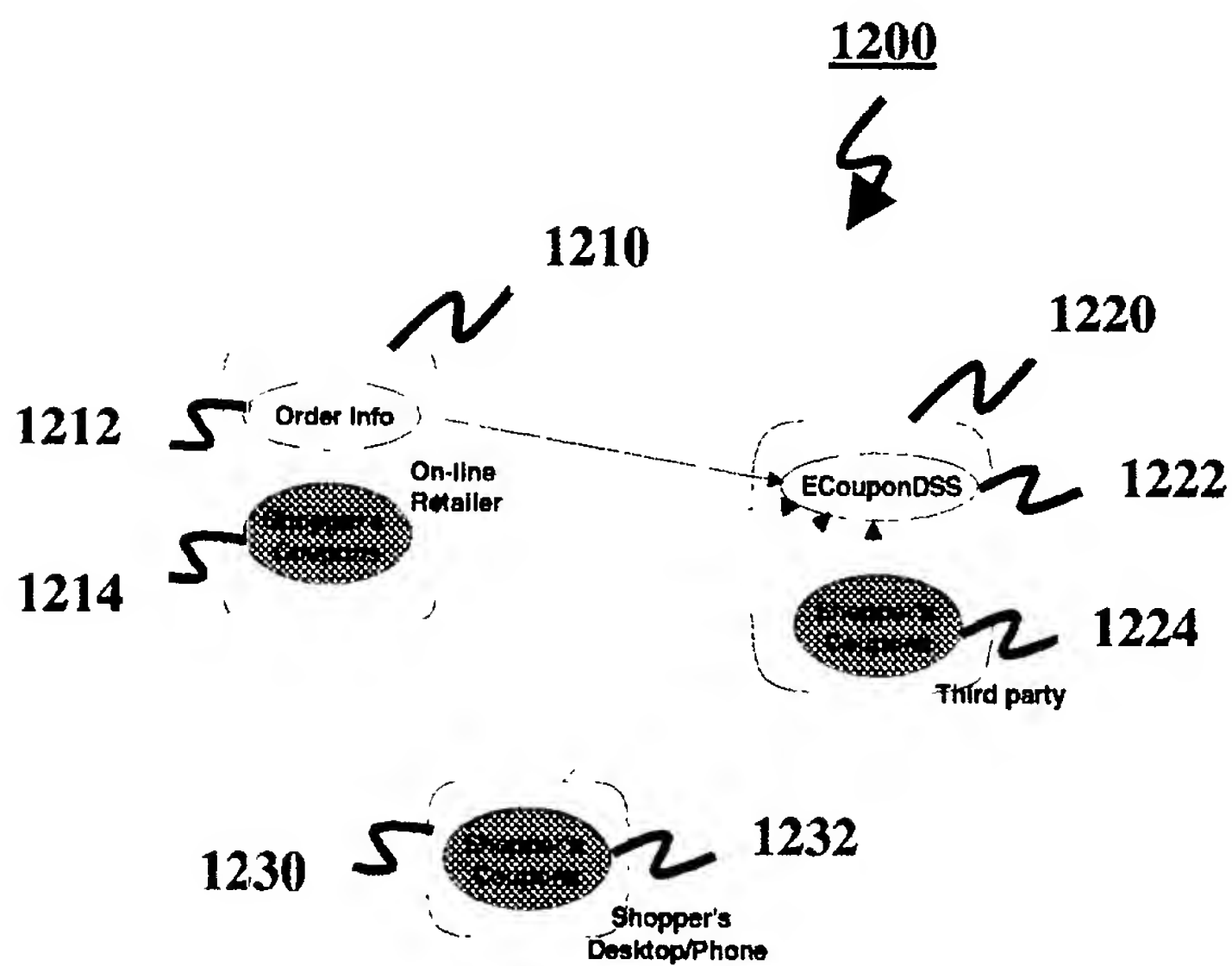


Figure 11 : ECouponDSS at third party and Shopper's Coupons at Retailer, third party or local device

FIG. 12

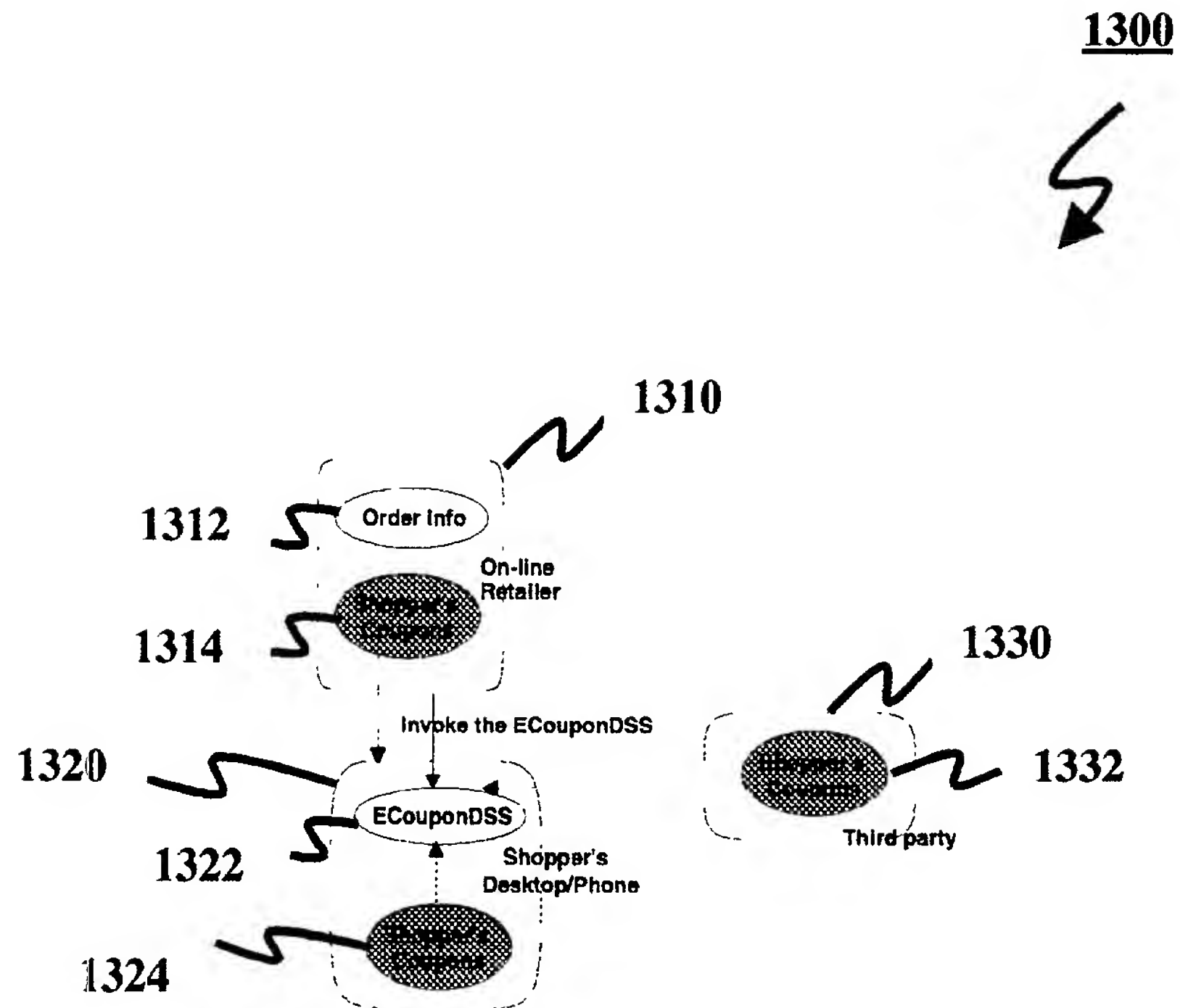


Figure 12 : ECouponDSS at local device and  
Shopper's Coupons at Retailer, third party or local device

FIG. 13



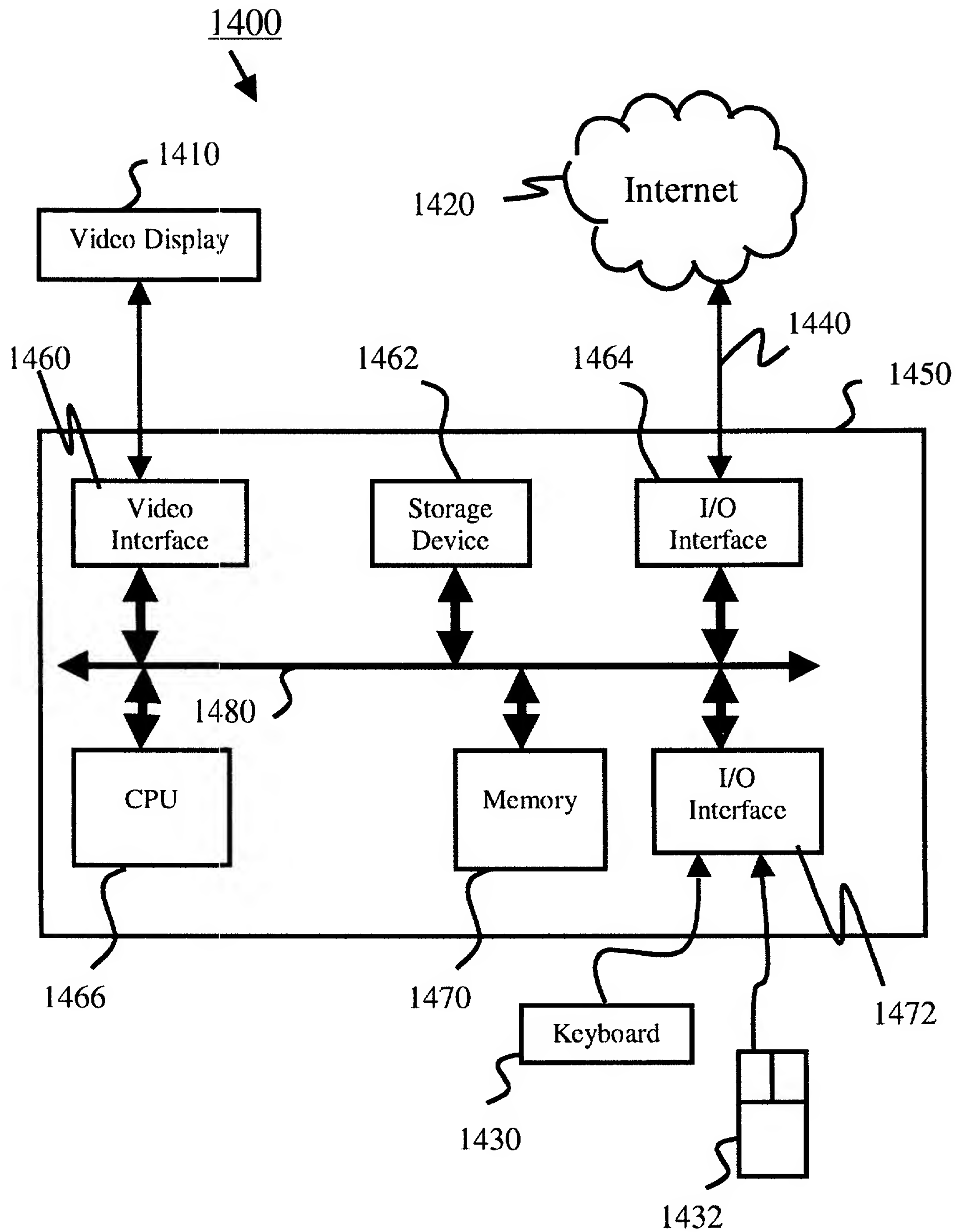


FIG. 14